

~~said at least one receiver or said computer for outputting information to a subscriber, said method~~
comprising the steps of:

displaying at one of said output devices a television program that promotes a multimedia product or service;

inputting a subscriber command;

controlling said receiver station to receive at least two instruct signals in response to said subscriber command, wherein each one of said at least two instruct signals at least one of specifies and designates:

- (1) a specific portion of multimedia programming, and
- (2) a specific function to be performed with said specific portion of multimedia

programming;

detecting the presence of said at least two instruct signals at said receiver station, each of said at least two instruct signals at least one of specifying and designating at least one of:

- (1) a portion of a multimedia programming signal to receive;
- (2) a portion of a multimedia programming signal to communicate to a memory

location;

- (3) a digital datum to record or play;
- (4) a portion of a multimedia programming signal to communicate to a processor;
- (5) a portion of a television signal to communicate at least one of to a television

monitor and a television recorder/player;

(6) two portions of a multimedia presentation to communicate from separate locations to an output device, with at least one of said separate locations being a memory or storage location;

(7) a multimedia presentation graphic to generate; and

(8) a place to present multimedia output; and

E' ~~organizing [said at least] two or more specific portions of multimedia programming in accordance with said [designated] specific function to be performed with each [of] said specific portion of multimedia programming, based on said step of controlling; and
outputting said organized [at least] two or more specific portions of multimedia programming as a part of a single multimedia programming presentation to at least one of said output devices at said receiver station based on said step of organizing.~~

~~3. The method of claim 2, further comprising the step of programming said receiver station to store a data portfolio, said data portfolio comprising at least one identification data of financial securities, and to receive and process news items related to said financial securities in said data portfolio, said news items comprising financial data.~~

~~4. The method of claim 2, further comprising the step of programming said receiver station to respond to instructions associated with a television signal, said television signal comprising at least one unit of television programming with each unit having an associated identification datum.~~

~~5. The method of claim 2, further comprising the step of programming said receiver station to process at least one of television programming and multimedia programming received from a remote source and present said at least one of television programming and multimedia programming in at least one predetermined fashion.~~

~~6. The method of claim 2, further comprising the steps of:
processing said subscriber command based on at least one of said at least two instruct signals; and
at least one of receiving and enabling said specific portion of multimedia programming to perform said specific function thereupon based on said step of inputting and processing.~~

7. The method of claim 2, further comprising the steps of:
processing said subscriber command based on one of said at least two instruct signals;
and
outputting some programming at a second output device based on said step of inputting
and processing.

8. The method of claim 2, further comprising the steps of:
processing said subscriber command; and
communicating some information to a remote station based on said steps of inputting and
processing.

9. A method of communicating subscriber station information from a subscriber
station to at least one remote data collection station, said method comprising the steps of:

- (1) inputting a subscriber reaction at a subscriber station;
- (2) determining the presence of a specific subscriber input at said subscriber station
by processing said subscriber reaction;
- (3) receiving at said subscriber station in accordance with said specific subscriber
input, an instruct signal for processing and at least two specific portions of multimedia
programming for outputting;
- (4) processing said instruct signal which organizes said at least two specific portions
of multimedia programming, and outputs said at least two specific portions of multimedia
programming as a part of a single multimedia programming presentation based on said step of
determining; and
- (5) transferring from said subscriber station to said at least one remote data collection
station at least one datum which, based on said step of processing, evidences one of processing
said instruct signal and outputting said multimedia programming presentation.

10. The method of claim 9, wherein subscriber reaction is input by a computer, said method further comprising the steps of:

storing at least one subscriber instruction to input a reaction in order to receive at least one of specific mass medium programs, data, news items, and computer control instructions; and

receiving at least one identifier which at least one of specifies and designates said at least one instruct signal to prompt said computer to input said subscriber reaction.

11. The method of claim 9, wherein at least one of said subscriber reaction and said instruct signal is input by a computer, said method further comprising the steps of:

storing a subscriber instruction to one of process and present at least one of mass medium programs, data, news items, and computer control instructions in a specific fashion; and

processing or presenting at least one of specific mass medium programs, data, news items, and computer control instructions in accordance with said instruction.

12. The method of claim 9, wherein said information that designates at least one of said instruct signal and said output to deliver is detected in an information transmission from at least one of a data and programming source, said method further comprising the steps of:

programming a processor to respond to information communicated from said one of said data and said programming source;

receiving an information transmission from said one of said data and said programming source;

inputting at least some of said information transmission to a control signal detector;

detecting one of data and said instruct signal in said information transmission; and

passing said one of detected data and said instruct signal to said processor.

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13. (Three Times Amended) A method of controlling a remote transmitter station to communicate program material to a remote receiver station and controlling said remote receiver station to process a receiver specific response, said method comprising the steps of:

(1) receiving mass medium programming to be transmitted by the remote intermediate mass medium transmitter station and delivering said mass medium programming to a transmitter;

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(2) receiving at least one instruct signal at said remote intermediate mass medium transmitter station, wherein said at least one instruct signal is operative at the remote receiver station to organize at least two specific portions of said multimedia programming and to output said at least two specific portions of said multimedia programming as a part of a single multimedia programming presentation at said receiver station, based on a subscriber reaction to information contained in said mass medium programming, and communicating said at least one instruct signal to said transmitter;

(3) receiving at least one control signal at said remote transmitter station wherein said at least one control signal controls the communication of said mass medium programming and said at least one instruct signal between said remote transmitter station and said remote receiver station; and

(4) transmitting from said remote transmitter station at least one information transmission containing said mass medium programming and said at least one instruct signal.

14. The method of claim 13, further comprising the step of embedding one of said at least one instruct signal in a signal containing said mass medium programming before transmitting at least a portion of said mass medium programming from said remote transmitter station.

15. The method of claim 13, wherein said mass medium programming includes audio
—or text.—

16. The method of claim 13, wherein said mass medium programming includes a television program.

17. The method of claim 13, wherein said at least one instruct signal further comprises some downloadable executable code.

18. A method of controlling a remote intermediate transmitter station to communicate at least one instruct signal to at least one receiver station, said remote intermediate transmitter station including one of a broadcast and cablecast transmitter, a plurality of selective transfer devices each operatively connected to said one of said broadcast and said cablecast transmitter, a receiver for receiving said at least one instruct signal from at least one origination transmitter station, a control signal detector, and one of a controller and computer capable of controlling at least one of said plurality of selective transfer devices, and with said remote intermediate transmitter station adapted to detect the presence of at least one control signal, to control the communication of said at least one instruct signal in response to said at least one control signal, and to deliver at said one of said broadcast and said cablecast transmitter said at least one instruct signal, said method comprising the steps of:

(1) originating said at least one instruct signal at said at least one origination transmitter station and delivering said at least one instruct signal to at least one origination transmitter, said at least one instruct signal being effective at said at least one receiver station to organize at least two specific portions of multimedia programming and to output said at least two specific portions of multimedia programming as a part of a single multimedia programming presentation at said receiver station, based on a subscriber input;

(2) receiving said at least one control signal which at the remote intermediate transmitter station is operative to control the communication of said instruct signal; and